INFORMATION LETTER

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Farm-City Week Observance Has Canner-Grower Potential

The third annual Farm-City Week will be observed in the United States and Canada November 22-28.

Principal purpose of the observance is to bring about better understanding between rural and urban segments of society for the mutual benefit of all. It is believed that canner participation will afford an opportunity to enhance canner-grower and community relations on a continuing basis.

The celebration of Farm-City Week, although national in scope, is primarily centered on local activities. Local chambers of commerce and civic leaders will plan events bringing farmers and farm leaders to the city and also in taking industrialists and city dwellers into the rural areas in order that both may gain a greater appreciation and understanding of one another's problems.

Among the several types of events in which canners might join, or which might be sponsored individually, are tours of canning plants, visits to agricultural areas, and banquets or get-together dinners, involving businessmen, community leaders, city dwellers, or farmers and farm leaders.

A number of private and public agencies are cooperating in helping to promote the objectives of Farm-City Week. USDA is cooperating in the observance in order to help bring about a better understanding of the farmer and his problems. The coordinating agency, which has materials and suggestions for the observance, is Kiwanis International. The address: National Headquarters, Farm-City Week, 520 North Michigan Ave., Chicago 11, Ill.

FDA To Require Listing of Ingredients on Certain Foods

In a statement of policy published in the *Federal Register* of September 17, the Food and Drug Administration announces that it will require lists of ingredients on the labels of certain nonstandardized food products, effective in one year.

The action applies to food products which had previously been exempted from the labeling requirement. Among the products affected by the new statement of policy are certain packs of canned fruits, berries, and vegetables; canned clams, fish roe, and shrimp; olives in brine; and sauerkraut.

The new policy will be effective after one year, FDA said, in order that existing stocks of labels may be used up.

Foods affected by the statement of policy had been exempted from the labeling requirement because it was expected that standards would be established for them. However, FDA said, work on food standards since passage of the Food and Drug Act in 1938 was interrupted by two war emergencies and complicated by changes in products.

FDA said that it is continuing the original exemptions for three classes of food for which FDA and industry representatives are developing standards.

Text of the FDA statement of policy is reproduced in this issue on page 302.

Canning Industry Represented at Small Business Conference

The canning industry will be represented on the program of the President's Conference on Technical and Distribution Research for the Benefit of Small Business, to be held in Washington September 23-25.

This first national conference on technical and distribution research was called by the President. Its principal objective is to develop an understanding of the needs of small business in the fields of marketing and technological research, to determine how small businessmen can improve their products and processes, develop new ones, and increase sales and profits through the use of modern technological and distribution research.

The conference is to be entirely in the hands of 1,000 members of business, research and education, who are to attend at the invitation of the President. A number of canners and N.C.A. staff members are listed for participation at the various workshop sessions at which practical case studies and illustrations will be emphasized.

Each of the workshop sessions will be recorded, and the conference will also be concerned with effective means of communicating its results to the small businessman.

There will be about 30 workshop sessions, with participants in small groups of from 25 to 30 each, at which ideas and suggestions will be exchanged. Representatives of the canning industry have been chosen to serve as chairmen at three of these workshop sessions.

Henry P. Taylor, president of Taylor & Caldwell, Inc., Walkerton, Va., and 1949 President of the N.C.A., will be co-chairman of a session devoted to "How can small businessmen use U. S. Census data?" Also presiding at this session will be John Albright of the Bureau of the Census and Vergil D. Reed, vice president of J. Walter Thompson Company.

Richard W. Rath, vice president for research and development, Rath Packing Company, Waterloo, Iowa, will be chairman of a session on "How to set up initially a modest research and development activity in a small business."

Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics, is to be a co-chairman of a workshop covering "How small businessmen can combine their efforts to conduct special research projects and to collect and exchange market research information."

Each of the workshop sessions is to stress the "how to" approach in solving small business problems.

Among the 1,000 who have been invited to take part in the workshop discussions and other features of the President's Conference are Dr. Roy C. Newton, vice president in charge of research, Swift & Co., Chicago; Dr. Ira I. Somers, Director of the N.C.A. Research Laboratories; and Charles R. Carry, executive director of the California Fish Canners Association.

Consumer Service Division

Miss Katherine R. Smith, Director of the N.C.A. Consumer Service Division, was in New York City September 11-13 conferring with magazine and newspaper food editors and other foods people.

She is scheduled to speak September 21 at the Annual State School Lunch Conference of the State Department of Education-New Jersey School Food Service Association, at Rutgers University. Miss Smith is to speak on the purchase and use of canned foods in school lunch services.

Moselle Holberg, Assistant Director of the Division, was the speaker at the September 17 dinner meeting of the Maryland group of Home Economists in Business, in Baltimore. Miss Holberg is a member of the executive board of the National Home Economists in Business and represented that organization at the meeting.

Your Life

Canned foods are used generously by Ann Williams-Heller in her article entitled "TV Reducing Diet" that appears in the September-October *Your Life* magazine. The heading states, "You can nibble and sip as you watch TV and still lose pounds—and the appetizing menus are easy on the cook."

For evening television, Mrs. Heller states, "It's simple to prepare, too; the evening meals in particular are so planned that you can watch TV while tasty foods get table-ready. That's good news indeed for all weight-watchers; it's especially good news for all overweight TV-watchers who have found it difficult not to nibble while everybody else enjoys it." If the diet is followed, even including the nibbling foods listed, the author says, the dieter can expect to lose two or more pounds per week. Skim milk is used in cooking, and "your beverages and fruits are without sugar, sweetened to taste with a non-caloric sweetener (saccharin or sucaryl) if so desired."

In the list of "nibble-n-sip" foods are included canned fruit cocktail, peaches, and pineapple. Among the suggested drinks are canned prune, papaya, orange-grapefruit, apple, and cranberry juices. Menus for a week are given and the following canned foods are used: consomme, pineapple, tomato juice, peaches, vegetable soup, pimiento, bouillon, pears, and catsup.

Numerous meats, vegetables and fruits used in the menus did not specify whether fresh, canned or frozen, thus leaving the choice up to the dieter.

Charles W. Crawford

Charles W. Crawford, 68, former Commissioner of Food and Drugs, died in San Francisco September 15.

Mr. Crawford had headed the FDA from 1950 to 1954. He was also noted as having been FDA's principal representative in discussions with legislative advisors and members of Congress who wrote the present Food and Drug Act in 1938.

A native of Texas, he received his bachelor of science and master of science degrees from Oklahoma A. & M. College.

He joined the Bureau of Chemistry in 1917 and served as an analyst in New Orleans and Chicago field stations before coming to Washington. He was named head of the new Enforcement Division in 1928, Assistant Commissioner in 1942, Deputy Commissioner in 1944, and Commissioner in 1950.

FDA Statement of Policy on Label Declaration of Ingredients

Following is the text of the FDA statement of policy with respect to label declarations of ingredients of certain nonstandardized food products, as published in the *Federal Register* of September 17:

TITLE 21—FOOD AND DRUGS

Chapter I—Food and Drug Administration, Department of Health, Education, and Welfare

Subchapter A—General

PART 3—STATEMENTS OF GENERAL POLICY OR INTERPRETATION

TERMINATION OF EXEMPTION FOR DESIGNATED FOODS FOR WHICH LABEL DECLARATION OF INGREDIENTS HAS NOT BEEN REQUIRED PENDING STANDARDIZATION

Prior to the effective date of the Federal Food, Drug, and Cosmetic Act, the Secretary of Agriculture, under authority of that act (sec. 902 (a) (2), 52 Stat. 1059; 21 U. S. C. 392 (a) (2)), designated a number of foods that were exempted from the requirement of label declaration of ingredients in section 403 (i) (2) of the act (4 F. R. 956). It was stated that the exemption as to any food might be revoked at any time by publication of a notice in the *Federal Register*, and it was further stated that any such revocation would become effective on the ninetieth day after publication of such notice unless a later date was specified in the notice.

After the Federal Food, Drug, and Cosmetic Act became effective, the Commissioner of Food and Drugs, in a notice dated January 21, 1941, listed the foods exempt from the requirement as to label declaration of ingredients made by section 403 (i) (2) of the act, pending standardization of the foods and stated that formal extension of the time for the termination of the exemptions was not contemplated. The Commissioner's notice added that it was not the purpose of the Food and Drug Administration to inaugurate action against the listed foods on the ground that they were in violation of the provisions of section 403 (i) (2) of the act pending the effective date of definitions and standards of identity or of an announcement terminating the exemptions.

Most of the foods listed in the Commissioner's notice have since been standardized but some remain unstandardized. It has now been concluded that the exemption from label declaration of ingredients requirements of section 403 (i) (2) of the act should be terminated for each food on the exempt list, with the exception of the following:

Ice cream; frozen custard; ice milk; milk sherbet; water ice or ice sherbet.

Nonalcoholic carbonated beverages.

Vanilla extract.

Now, therefore, pursuant to authority vested in the Secretary of Health, Education, and Welfare by the Federal Food, Drug, and Cosmetic Act (sec. 701, 52 Stat. 1055; 21 U. S. C. 371) and delegated to the Commissioner of Food and Drugs (22 F. R. 1045), and in conformity with the Administrative Procedure Act (sec. 3, 60 Stat. 237; 5 U. S. C. 1002), the following statement of policy is issued:

§3.1 *Termination of exemption for designated foods for which label declaration of ingredients has not been required pending standardization.* Effective 1 year after the date of publication of this statement of policy in the *Federal Register*, the exemption from the label declaration of ingredients requirements of section 403 (i) (2) of the Federal Food, Drug, and Cosmetic Act is terminated for the following foods:

Canned clams; canned fish roe; canned shrimp (dry and wet pack).

Lemon extract; orange extract.

Malted milk.

Olives in brine.

Sauerkraut.

Unmixed canned fruits, properly prepared and in sugar solution of not less than 20° Brix, not in excess of the amount necessary for proper processing, but with no other added substances.

Unmixed immature canned vegetables, properly prepared and with water not in excess of the amount necessary for proper processing, with or without added salt or sugar or both, but with no other added substance.

(Sec. 701, 52 Stat. 1055; 21 U.S.C. 371)

Dated: September 10, 1957.

[SEAL] JOHN L. HARVEY,
Deputy Commissioner of Food and Drugs.

USDA Proposes To Amend Meat Inspection Regulations

Notice is given in the *Federal Register* of September 19 that the USDA proposes to amend the Meat Inspection Regulations so as to establish a minimum meat content for barbecued meat and to prescribe labeling requirements for the different methods of cooking barbecued meats.

Written views and comments on the proposed amendment may be submitted to the Agricultural Research Service of USDA within 30 days.

Following is the text of the USDA proposal, as published in the *Federal Register* of September 19:

DEPARTMENT OF AGRICULTURE

Agricultural Research Service
[9 CFR Part 17]
LABELING

PROPOSED AMENDMENTS OF MEAT INSPECTION REGULATIONS

Notice is hereby given in accordance with section 4(a) of the Administrative Procedure Act (5 U. S. C. 1003(a)) that pursuant to the authority conferred by the Meat Inspection Act, as amended and extended (21 U. S. C. 71-96) and section 306(b) of the Tariff Act of 1930 (19 U. S. C. 1306(b)), it is proposed to amend §17.8 of the Meat Inspection Regulations (9 CFR 17.8 as amended) as follows:

1. Paragraph 17.8(c) would be amended by adding a new subparagraph to read:

(57) When moist heat is used in preparing barbecued meat, a prominent statement indicating that fact shall be shown as part of the name of the product, as for example, "Steam Cooked Barbecued Beef". Barbecued meats prepared with dry heat may be labeled to indicate the method of cooking, as for example, "Pit Cooked", "Grill Cooked" or "Oven Cooked", as the case may be. Barbecued meats shall be prepared so that the weight of the cooked meat shall not exceed 70 percent by weight of the fresh uncooked meat. When a sauce is added to the barbecued meat, the product shall be labeled in accordance with the provisions contained in subparagraph (48) of this paragraph.

A request has been received to use the term "Bar-B-Q Beef" in connection with labeling material for beef that has been cooked by moist meat rather than by dry heat. In addition to cooking by moist heat, the process involves dipping the product into a highly seasoned sauce after which it is smoked, sliced, chilled and packaged.

The petitioner contends that the modern concept of the terms "Bar-B-Q", "Barbecue" and "Barbecued" refers to the application of highly seasoned sauce to the meat rather than to the method of cooking. Information furnished by the petitioner, as well as that gleaned from well known cook books and home economists, indicates that two types of barbecued meats are recognized. One type is prepared with dry heat which includes cooking the meat in a pit in close contact with burning wood or the hot coals resulting from the burning wood; cooking it on a grill in close contact with hot coals; or cooking it in an oven or similar device in close contact with radiant heat. The other type is prepared with moist heat and includes cooking the product with a highly seasoned sauce in a skillet, pan or other receptacle. The moist cooked product may also be subjected to a smoking process.

The purpose of the proposed amendment is to establish a minimum meat content of product labeled "Barbecued" and to prescribe labeling requirements as to the type of cooking and ingredients used in preparing the barbecued product.

Any person who wishes to submit written data, views or arguments concerning the proposed amendments may do so by filing them with the Director, Meat Inspection Division, Agricultural Research Service, U. S. Department of Agriculture, Washington 25, D. C., within 30 days after the date of publication of this notice in the *Federal Register*.

Done at Washington, D. C., this 13th day of September 1957.

[SEAL] M. R. CLARKSON,
Acting Administrator,
Agricultural Research Service.

Concentrated Orange Juice

Notice is given in the *Federal Register* of September 18 that the Agricultural Marketing Service of USDA proposes to amend U. S. standards for grades of concentrated orange juice for manufacturing.

The proposed amendments would change the scope of the grade standards to cover products of 20 degrees Brix value and more, instead of 41.5 degrees. The proposal also would increase the Brix-acid ratio of Grade A concentrated orange juice for manufacturing from 18-to-1 to 20-to-1 and that of Grade C from 21-to-1 to 24-to-1.

Quality factors of the standards would be determined after reconstituting the juice to between 11.7 and 12.7 degrees Brix.

Written views and comments on the proposed amendment may be submitted to the Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C., within 30 days.

1957 Pack of Canned Peas

The 1957 pack of canned green peas totaled 37,806,943 actual cases, as compared with the 1956 pack of 33,093,977 cases, according to a report by the N.C.A. Division of Statistics.

The 1957 pack in Wisconsin totaled 15,292,451 cases, of which 4,363,733 cases were Early June and 10,928,718 cases sweets. The pack there in 1956 was 11,794,345 cases.

The U. S. pack is 55 percent Fancy, and 30 percent Extra Standard, and 15 percent Standard, compared with 58, 28, and 14 percent, respectively, last year.

Details of the pack report have been mailed to all pea canners and will be reported in the next issue of the INFORMATION LETTER.

Stocks of Canned Apples and Applesauce

Reports on the season packs of canned apples and applesauce to August 1 and stocks and shipments to September 1 have been issued by the N.C.A. Division of Statistics.

CANNED APPLES

	1956–57 (*basis 6/10*)
Carryover, Sept. 1, 1956	[a] 697,673
Total pack	3,916,709
Total supply	4,614,382
Stocks, Sept. 1, 1957	[b] 963,301
Shipments during Aug.	272,838
Shipments, Sept. 1–Sept. 1	3,651,081

APPLESAUCE

	1956–57 (*actual cases*)
Carryover, Sept. 1, 1956	[a] 1,124,446
Total pack	15,339,316
Total supply	16,463,762
Stocks, Sept. 1, 1957	[b] 2,357,876
Shipments during Aug.	952,497
Shipments, Sept. 1–Sept. 1	14,105,886

[a] Adjusted to exclude pack during August, 1956.
[b] Carryover into 1957–58 season, based on new carryover date of Sept. 1.

'Three Squares' Showings

"The Three Squares," canning industry motion picture project under the N.C.A. Consumer and Trade Relations Program, was shown on September 9, to 25 members of Optimists Club in Catonsville, Md. Arrangements for this showing were made by Leonard F. Giesecker in the Technical Field Service of the National Can Corp. laboratory.

On September 13, 10 members of the Austrian Food Canning Industry Productivity Team, here under the auspices of the International Cooperation Administration, were shown the film at N.C.A. headquarters.

Preservation of Sliced Apples

A process for preservation of sliced apples through radiation sterilization is described in a report of research for the Quartermaster Food and Container Institute.

Test results showed that mature apples were a better raw material than immature apples. Processing immediately after harvest was found to be a better procedure than allowing them to ripen by storage at 75° F. before processing. Blanching the slices in dilute sugar solutions with or without the presence of calcium gluconate and freezing proved superior to deaerating in chemical solutions.

Irradiation of the sample in the frozen state was superior to irradiation in the non-frozen state. The organoleptic acceptability of the apples was greater when irradiated at 0.5 x 10^6 rep rather than 1 x 10^6 rep. Under these conditions the product was still acceptable after six months of storage at 75° F. Based on the results of the investigation, recommendations on the processing treatments and conditions are given.

The report, PB 121962 *Studies on Radiation Sterilization of Sliced Apples*, covers work at the University of Illinois for the Food and Container Institute. Copies are for sale by the Office of Technical Services, U. S. Department of Commerce, Washington 25, D. C., for $2 each.

USDA Publicizes Canned Peas

The Plentiful Foods list for October, now being widely distributed by the Agricultural Marketing Service of USDA through its regional offices to retailers, carries this comment about canned and frozen peas:

"Large packs of canned and frozen peas this season plus sizeable carryovers from the previous pack will mean an abundance of these popular items in October. They are always high volume items, but you can step up sales even more by calling attention to canned peas with a massive display, and by feature flags on freezer cases. Case-lots sales can be a feature of a fall stock-up event. Multiple units of three, six, or a dozen can be priced attractively to catch the eye of the shopper with more limited storage space. Let shelf-talkers and banners, as well as your displays, remind your customers that here are items they will be serving soon—why not stock up now."

The Plentiful Foods list for October also includes canned tuna in oil.

Canned Tomatoes for USDA

Purchase of 453,648 cases of canned tomatoes for distribution under the school lurch program was announced by USDA September 13.

Purchases consisted of 358,099 cases of No. 10 cans and 95,544 cases of No. 2½'s. Average net prices after discounts for prompt payment were $3.07 per case for No. 10's and $3.17 for No. 2½'s. Purchases were made in California, Utah, Texas, Arkansas, Maryland, Delaware, and Virginia, with funds appropriated under the National School Lunch Act.

1957 Agriculture Yearbook

Up-to-the-minute information on soil care of use to both farmers and home gardeners is emphasized in the 1957 Yearbook of Agriculture, *Soil*, published by the USDA.

The book's 88 chapters were written by 142 scientists in the fields of soil management, botany, chemistry, horticulture, soil conservation, agronomy, irrigation, and others.

Of particular interest to people who have gardens, lawns, fruit trees, and small acreages are chapters about soil management for home gardens and lawns, ornamental plants, vegetables, orchards, windbreaks, soil acidity, and the bases of fertility.

Major attention also is given to soils and plant growth, plant nutrition and fertility, soil moisture, the trace elements necessary for plants, application of fertilizers, principles of tillage, erosion, soil and insects and plant diseases, irrigation, soil management for main crops, and the economic aspects of soil management.

The Yearbook of Agriculture is a Congressional document and is available from U. S. Senators and Representatives, and also may be purchased from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for $2.25 each.

Replacement of Machinery

A mathematical discussion of the theory of replacement of machinery with random failure is contained in a report of Army research just released for industry use.

The study analyzes the effect of recurrent replacements on the expected time-to-failure of individual components or groups of components. The recurrent replacements are of two types, strictly periodic and random. Random replacement has application where the work cycle of a given device is variable, and the device cannot be replaced in mid-cycle. Under periodic replacement is included the case of an infinite period, or replacement on failure, strictly periodic replacement, and replacement within a random period.

Rational bases are derived for formulation of a replacement policy. Expressions are given for the reliability function with replacement in terms of that without replacement.

The report, PB 121424 *On the Theory of Replacement of Machinery with Random Failure Time*, may be obtained from the Office of Technical Services, U. S. Department of Commerce, Washington 25, D. C., for 75 cents a copy.

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